

Follow-up:

JAN 22/88.

Re: Product test results to R.W.M.

- 1) Segmented market
- 2) Five packs each of two tons agt, they will 3/4 pack to smoke.
- 3) 7 point scale.
- 4) P.G.L no operators, compensated.
- 5) Single small group of smokers
each group 200-300 people
- 6) New烟民 = 41% of smokers.

* HTI is a subset of the larger HTI NATIONAL
multi-product cigarette level.

Size: HTI = ~~approximately~~ 90,000 smokers
PGL = 150,000 smokers

Are we very cutting-edge? Are we still removed from "Real" life
environment?
Mapping??

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1980 Winterslow. 19% TIR 19.0 to 15.5%.

1981 Introduction DL 15.5 to 14.7% TIR.

1982 John Atkin

1983. TIR for 14.5 to 16.0

POL. Atkin 0.15 to 0.25%

E.T. = 14 to 16%

Recycling of both any water ratio = approx 4.8.

White tops full flame broken.

White tops crushed Product.

Next line 30 min Meets

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